

**AN ANALYSIS OF POLITENESS STRATEGIES USED BY JENNIFER
LEE IN “*FROZEN*” MOVIE**

THESIS



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**STATE ISLAMIC INSTITUTE OF PALANGKA RAYA
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**AN ANALYSIS OF POLITENESS STRATEGIES USED BY JENNIFER
LEE IN “FROZEN” MOVIE**

THESIS

Presented to
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In Partial Fulfillment of the Requirements
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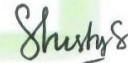
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ABSTRACT

Keywords: politeness strategies, maxim violations, Frozen.

Politeness phenomena do not only occur in daily conversation, but also in the dialog of movie. *Frozen* is one of interesting subject to be analyzed in terms of politeness strategies. The movie tells about a sister that have magical snow power. But her magic power accidentally injures her sister, name Anna. The aims of this research are (1) to find the politeness strategies expressed in *Frozen* movie and (2) to identify the types of maxim violation applied in *Frozen* movie in expressing the politeness strategy.

This study was design in content analysis qualitative descriptive method. The data of this research are in the form of utterances containing in “*Frozen*” movie. The main instrument of the study was a data sheet. This study was carried out by formulating problem, collecting the data, classifying the data and analyzing the data. Meanwhile, this research use content analysis as techniques of data collection.

The result of this research are: First, there are four types of politeness strategies that the researcher found in her data. The researcher found out that there are 8 data which contain bald on recor, 10 data contain positive politeness, 2 data contain negative politeness, and 3 data contain off record.

ABSTRAK

Keywords: strategi kesopanan, maxim pelanggaran, Frozen.

Fenomena kesopanan memang terjadi dalam percakapan sehari-hari, tetapi juga di dialog film. *Frozen* adalah salah satu subjek yang menarik untuk dianalisis dalam hal strategi kesopanan. Filmnya berceritakan tentang seorang kakak yang memiliki kekuatan salju, tetapi kekuatannya itu membuat adiknya kecelakaan, nama adiknya itu adalah Anna. Tujuan dari penelitian ini adalah (1) untuk mencari strategi kesopanan yang ada di film *Frozen* dan (2) mengidentifikasi tipe dari maxim pelanggaran yang ada di film *Frozen* dalam mengekspresikan strategi kesopanan.

Desain dari penelitian ini adalah metode deskriptif kuantitatif. Data dari penelitian ini adalah bentuk ucapan yang ada di film "*Frozen*". Instrumen utama dari pembelajaran ini adalah lembar data. Penelitian ini dilakukan dengan cara merumuskan masalah, mengumpulkan data, menggolongkan data dan menganalisis data. Sementara itu, penelitian ini menggunakan teknik konten analisis.

Hasil dari penelitian ini adalah: Satu, ada empat tipe dari strategi kesopanan yang ditemukan oleh peneliti pada data. Peneliti mendapatkan ada 8 data yang termasuk kedalam *bald on record*, 10 data termasuk kedalam *positive politeness*, 2 data termasuk kedalam *negative politeness*, dan 3 data termasuk kedalam *off record*.

MOTTO AND DEDICATION

..... وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ ۖ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ
وَالْعُدْوَانِ ۚ وَاتَّقُوا اللَّهَ ۚ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ ۝

“..... And cooperate in righteousness and piety, but do not cooperate in sin and aggression. And fear Allah, indeed, Allah is severe in penalty.”

(Q.S. Al-Maidah: 2)

This Thesis is dedicated to:

My beloved Father Achmad Fajar Ansori, my beloved Mother Lis Sumiati, my beloved sister Safira Hardianti, and My beloved Family. For their valuable endless prayer, material, time, sacrifice, patient and support. Thank you very much.

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The researcher hopes this thesis can give some benefits for the readers. The researcher also relized that this thesis is still far from being perfect, therefore some constructive critics and suggestion are warmly welcome. Hopefully, may Allah SWT, always keep us on the straight path and reward us for what we have done and this could be useful for all of us.

Palangka Raya, June 22th 2020

The Researcher



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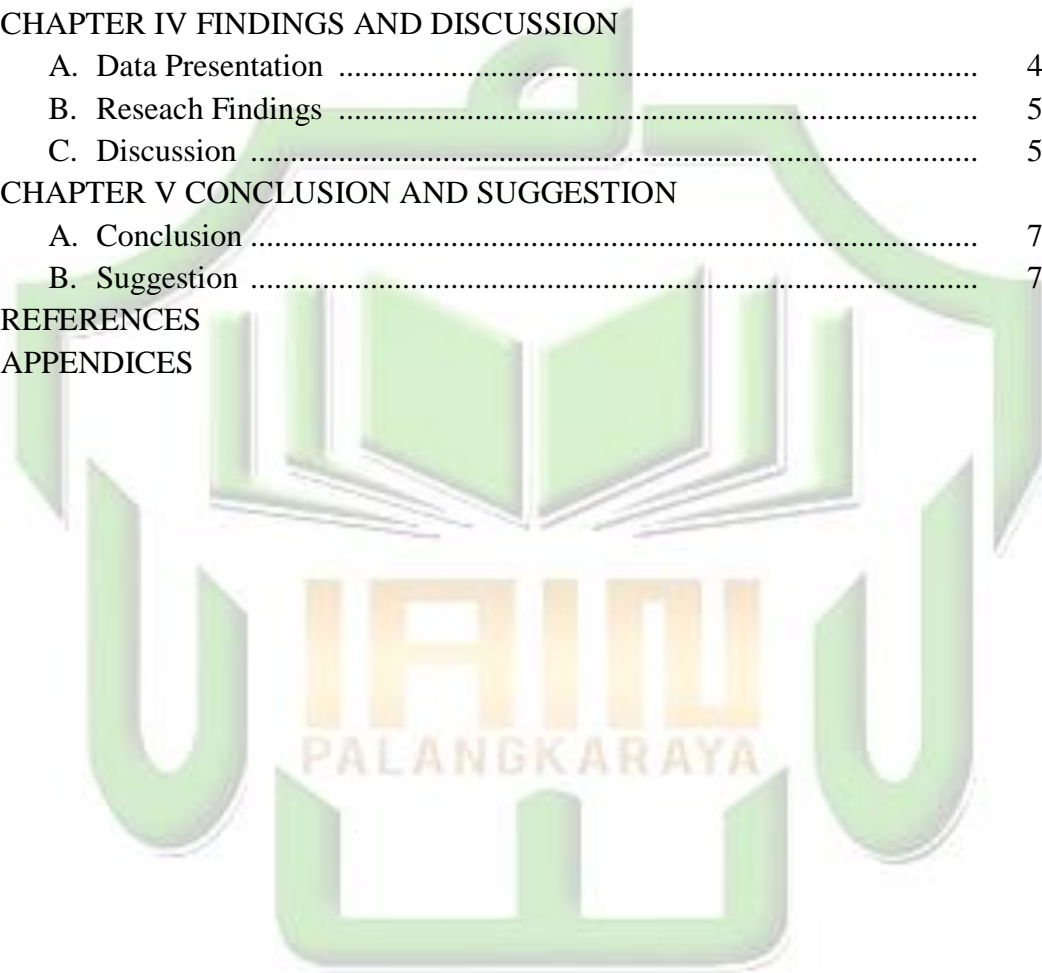
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CHAPTER I

INTRODUCTION

The first chapter of this graduating paper is introduction. This chapter will explain about the background of the study, objectives of the study, scope and limitation, significance of the study, and also definition of key term.

A. Background of the Study

Human and language is unity that can't separated. Human use language to communicate with other people. The use of the language in their daily life, they can express their emotions and others. Without the language, people can't interact and communicate with other people. In communication, people convey their intentions. By saying their intentions, people can get their aims and they can defend a good and close relationship with others people.

Politeness is a field of applied linguistics and pragmatics because politeness is one of main functional units in communication and any socio-cultural context which is use essential for various reasons. Jacob. Mey (2001:6) Pragmatics is the study of the condition of human language uses these are determined by the context of society.

According to Wang (2010:121), speakers have to be able to choose various communicative strategies to maintain a good relationship between both

interlocutors and they also need to apply strategies to construct a good conversation.

Sociolinguistic is the descriptive study of effect of any and all aspects of society, including cultural norms, expectations, and context, on the way language is used, and society effect on language. Sociolinguistics overlaps considerably with pragmatics. It also studies how language varieties differ between groups separated by certain variable social variables.

One of the reasons why people should be polite is if the addresser does not speak politely to the addressee, the utterances of the addresser may be misinterpreted by the addressee. Generally, people will speak politely to whom they have a close relation with or at least can be as their family. In this study, as the speaker is delivering his utterance, he arranged it in a polite way using politeness strategies.

From the statement above, the politeness refers to interaction between teacher and student. Therefore, the politeness triggers to how student interact, communicate, and attitude in the classroom.

The researcher choses this movie because this is the family movie and there are lot of conversation that contained with politeness. The researcher focuses on researching the conversation that include in Politeness strategies.

B. Research Problem

The problem of this research are:

1. What are the types of politeness strategies applied in *Frozen* movie ?
2. What are the types of maxim violations applied by the characters in *Frozen* movie in expressing the politeness strategies ?

C. Objective of the Study

According to the formulation of the problems above, the objectives of the research are:

1. To find the politeness strategies expressed in *Frozen* movie, and
2. To identify the types of maxim violations applied in *Frozen* movie in expressing the politeness strategies.

D. Scope and Limitation

To have specific research, the researcher qualified this study in order to make it easier to be analyzed. This study analyze the politeness strategies and maxim violation. To limit the study, the researcher only takes politeness and maxim violation in first movie of *Frozen*.

E. Significance of the Study

The aims of this study is to describe the politeness strategies applied in the *Frozen* movie and to analyze their realization in the movie. Concerning on those two main objectives of the study, the researcher hopes that this analysis could be

useful and brought some benefits to everybody. There are two kinds of significance of this research, those are theoretical and practical. Those can be describe as follows:

1. Theoretical Significance:

- a. The result of this research could give information to linguistic research related to the politeness strategies and maxim violation.

2. Practically Significance:

- a. The reader can deepen the knowledge about politeness strategy and maxim violation.
- b. The researcher and the reader can be easier to understand politeness strategies and maxim violation.
- c. The researcher hopes this research can give additional knowledge on pragmatics study in general, and to be more specific politeness analysis study for the students of English Department.
- d. The researcher also hopes this research can be use for English lecturers of English Department as an example of how to analyze politeness strategies in the movie and could be an alternative idea to teach English using movie as the media.
- e. The reseacher suggest that the other researcher may continue the research about politeness strategies using another theories from different perspectives, method and subjects to enrich knowledge on Politeness strategies.

F. Definition of Key Term

There are some definition of key terms in this research that namely:

1. Content Analysis

Content analysis is a research technique for making replicable and valid inferences from text (or meaningful matter) to the contexts of their use (2013:24). Content analysis has been used to analyze the content of a text uses a set of procedures to make valid inferences from text. In this case, content analysis is used to analyze the politeness and maxim violation on Frozen movie.

2. Politeness

According to Brown and Levinson in Cutting (2002:45), a politeness theory is based on the concept that people have a social self-image.

3. Maxim Violation

According to Cutting (2000:40), when violating maxim the speaker intends to mislead the hearer and the speaker knows that the hearer does not know that she/he tell something lie or not true.

4. "Frozen" Movie

Title : Frozen

Year : 2013

Writer : Jennifer Lee

Synopsis : When the newly crowned Queen Elsa accidentally uses her power to turn things into ice to curse her home in infinite winter. For the sake of finding her sister, Elsa, Princess Anna with Kristoff

and Olaf the snowman, embarking on a dangerous journey through a fierce snowstorm – so that her kingdom will avoid eternal winter.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this part, the writer presents theories relevant to language, Sociolinguistic, politeness, “Frozen” movie review of previous studies and conceptual framework.

A. Related Studies

In this part, the researcher would review some previous studies related to this topic of research. The first study is conducted by Mustika (2013) with the title “An Analysis of Cooperation Principles and Politeness Strategies Used In Frozen Movie.” The Topic of this research is to analyze politeness strategies and cooperation principle in Frozen movie (2013). This method of this study was descriptive analysis design. After doing this research, she found that there five types of politeness strategies applied in Frozen movie. The advantages of this study were to improve the knowledge in understanding pragmatic especially about politeness strategies and cooperative principles.

The second study is conducted by Mujiono (2015) with the title “A study on politeness strategies of characters in *The Big Wedding* movie directed by Justin Zackham.” The topic of this research is to analyze politeness strategies that used by characters in “The Big Wedding Movie.” The researcher applied the qualitative research and used descriptive method in this study because all data are in the form of words. After doing this research, the researcher found that there are eighty six utterances that use four politeness strategies.

The third study is conducted by Ardianto (2016) with the title “politeness strategies employed by the main character in AMC’s TV Series *The Walking Dead*.” This aim to discover which strategies are used by main character toward the interlocutor in

certain situation followed the factors. Documentation is the instrument of the study while descriptive qualitative is chosen as the method of this data. The result of this study is shows how the main character employed the strategies in the movie, as well as the social factor that influence the use of strategy.

The fourth study is conducted by Nur and Rosa (2019) with the title “an analysis politeness strategies in the directive uttered by characters in Big Hero 6 Movie.” The objectives of this research are to know the kinds of directive speech acts and the kinds of politeness strategies. This research is a qualitative research by employing descriptive method. The result tends to focus on the deep meaning of the dialogue’s quality rather than the quantity of number.

The fifth study is conducted by Mulyono (2016) with the title “Politeness Principles Analysis in Cartoon Movie Entitled Stand By Me Doraemon.” This journal examines the use of politeness principle in cartoon movie entitle “*Stand By Me Doraemon.*” It aims at giving a description on the use of politeness principle in this movie so that this is the source of data as well. The data collected by note taking technique and the analyzed descriptively. The result showed that are 2 politeness principles found in cartoon movie “Stand By Me Doraemon.”

Based on some related studies above, there are some similarites and differences. The similarities is using descriptive qualitative method to analyze the data and the object of this study is politeness strategies. The different are the subject. Subject of this study is Frozen movie.

In conclusion, it is expected that this research will be useful for future researchers who are interested to know more about Politeness strategy. Finally, the people will use the postitive politeness strategies in their daily conversations between them run smoothly.

B. Theoretical description

1. Pragmatics

Many linguists propose various definitions of pragmatics. According to Jacob. Mey (2001:6) Pragmatics is the study of the condition of human language uses these are determined by the context of society. This type of study necessarily involves the interpretation of what people mean in a particular context in which the context influences what they say is.

From the opinion given by those scholars above, pragmatics can be best described as one of linguistics' branches which studies how people use language in their conversation. As one of linguistics branches, pragmatics covers several scopes, such as cooperative principles and politeness.

2. Context in Pragmatic Study

Context in Pragmatic Study In pragmatic study, context has significant role. Context defines the meaning of the language conducted in certain society or community. According to Halliday via Mayes (2003:46), meaning should be analyzed not only within the linguistics system, but also taking into account the social system in which it occurs. Furthermore, he explains that based on the context people make predictions about the meaning of utterances. Halliday argues that context situation includes three variables; field, more and tenor. His definitions of these variables are summarized below:

- a. The field of discourse refers to what social action is taking place.
- b. The tenor of discourse refers to the participants and includes their social roles and social relationships, both those that are directly related to the interaction and those of a more permanent nature.

- c. The mode of discourse refers to the role that language plays in the interaction. This includes the status, function, channel (spoken/written), 13 and rhetorical mode; persuasive, expository, etc., (Halliday and Hassan in Mayes 2003:46).

Furthermore, Auer (2003:46) explains that context is not a pre-existing construct; rather there is a tension between how much context is “brought along” and how much is “brought about” in interaction. Thus, the relationship between language and context is one, in which language is not determined by context, but contributed itself in essential ways to the construction of context.

3. Sociolinguistics

Many sociolinguistic have proposed some definition of sociolinguistics. Some of the definition of sociolinguistic are included in this part to gibe a better understanding on this branch of linguistic.

Sociolinguistic is the descriptive study of effect of any and all aspects of society, including cultural norms, expectations, and context, on the way language is used, and society effect on language. Sociolinguistics overlaps considerably with pragmatics. It also studies how language varieties differ between groups separated by certain variable social variables.

According to, Wardhaugh (2006:13), Sociolinguistics is concerned ith the relationship between language and society with the goal being a better understanding of the structure cube better understood through the study of language, e.g, how certain linguistic features serve to characterize particular social arrangements.

According to Holmes in Chaer (2003) state that “Sociolinguistics is the study of the relationship between language and society.” This science learns why we talk

in a different way in a different social context. Holmes in Chaer (2003) also added that sociolinguistic is a study that identifies the language of a social functions of a language and how language is used to bring a certain social meaning.

From the definitions above, it can be concluded that sociolinguistics examines the relation between language and society. We study the society in order to find information as much as possible about what kind of language used in society.

4. Politeness

The theory of linguistic politeness first appeared in 1987 by Brown and Levinson. As stated by Brown and Levinson in Cutting (2002:45), a politeness strategies are developed in order to save the “face”. Brown and Levinson theory of politeness includes the notion of face which is “something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to interaction”.

In the theoretical part of their work, Brown and Levinson introduce the notion of ‘face’ in order to illustrate ‘politeness’ in the broad sense. That is to say, all interactants have an interest in maintaining two types of ‘face’ during interaction: “positive face” and “negative face”. Brown and Levinson specify “positive face” as the positive and consistent image people have of themselves, and their approval. On the other hand, “negative face” is the basic claim to territories, personal preserves, and rights to non-distraction.

According to Watts (2003: 9) explains politeness as a thing that is not born with people. It is something people have to learn and be socialized into, and no generation has been of short teachers and handbooks on etiquette and “correct behavior” to help people acquire politeness skills.

The purpose of politeness itself is to make all of the parties relaxed and comfortable with one another. Besides it also take an important role in a peace mission, politeness can avoid a conflict. Apologizing, which is a classic form of politeness, is an obvious conflict avoider as would be such expressions as you are right, please forgive me, and I was wrong, it can help create a more positive atmosphere which is likely to help minimize the feelings of conflict and opposition.

According to Brown and Levinson, there are four types of politeness strategies. They are: Bald on-record, Positive politeness, Negative Politeness and Off-Record.

a. Bald on-Record

Bald on-record strategies usually do not attempt to minimize the threat to the hearer's face, although there are ways that bald on-record politeness can be used in trying to minimize FTAs implicitly. This strategy is the most frequently be used in situation when the speaker has a close relationship with the audience, as family or close friends. And in applying this strategy, someone can utilize its five sub-strategies. They are showing disagreement (criticism), giving suggestion/advice, requesting, warning; threatening, and using imperative form. The sentence above is the example of bald on record:

This door handle's falling off. Fix it

(Cutting, 2002:46)

In this imperative form of bald on record, if the hearer does not fix the door handle, he or she will be seen as uncooperative by the speaker. Therefore, the imperative form of bald on record is the most face-threatening type of action in politeness.

b. Positive Politeness

As stated by Brown and Levinson (2003:86), positive face is described as an individual's need to be respected and accepted in any form of social interactions. Brown and Levinson in Cutting (2002:48) state that the aim of politeness strategy is to save the hearers' positive face by expressing intimacy, engaging to friendship, making the hearers feel good, and showing that the speakers have a common purpose with the hearers.

Furthermore, Brown and Levinson in Watts (2002:89-90) have fifteen strategies of positive politeness, there are:

- 1) Noticing (her/his interest, wants, need, goods)

The first strategy of positive politeness is Noticing (suggest that the speakers should be pay attention to the hearers condition). The speakers may express this strategy in the form of compliments.

- 2) Exaggerating (interest, approval, sympathy with H)

This strategy can be done by making something seem important than it really is. The speaker uses this strategy to emphasize his or her feelings toward the hearer which may include interest, approval, or sympathy.

- 3) Intensifying interest to the hearer in the speaker's contribution

The speaker of this strategy may pull the hearer's attention to the conversation by making a good story or narrative. Therefore, the narrative should be clearly explained by the speaker.

- 4) Using in-group identity markers in speech

The hearer's positive face is saved as the speaker calls him or her as *"pal"*, *"buddy"*, *"sweetheart"* or even his or her familiar nickname *"Kenny"*

instead of “*Kennedy*.” These identity markers strengthen the closeness between the speaker and the hearer.

5) Seeking agreement in safe topics

In expressing positive politeness, the speaker also can apply the strategy of seeking agreement in safe topics. It is strategy that allows the speaker to find a possibility in which he or she can agree with the hearer’s statement in safe topics.

6) Avoiding disagreement

Avoiding disagreement is one way to save the hearer’s positive face. The speaker of this strategy may hide his or her disagreement by doing a white lie. Cutting (2002:42) gives some examples of hedges, for example “*if possible*”, “*sort of*”, “*in a way*”, and “*I wonder*”.

7) Presupposing, raising, asserting common ground

This can be done by sharing same interests, beliefs and opinions between the interlocutors. The speaker in this strategy makes a small talk that includes the hearer into the discussion.

8) Joking to put the hearer ease

The speaker of positive of positive politeness can show solidarity and familiarity to the hearer by making a joke which will make the hearer feel relieve.

9) Asserting or presupposing knowledge of and concerning for hearer’s wants

In applying this strategy, the speaker shows his or her solidarity by emphasizing that he or she knows personal information about the hearer. The

speaker also tries to fulfil what the hearer's wants to show that the speaker is cooperated with the hearer.

10) Offering, promising

In order to minimize the potential threat and to show that the hearer and the speaker are cooperated, the speaker can offer or promise something to the hearer. This strategy shows the speaker's good intention in satisfying the hearer's wants.

11) Being optimistic that the hearer wants what the speaker wants

The speaker saves the hearer's positive face by being optimistic that the hearer wants to do something as the speaker wants. In this case, the hearer cooperated with the speaker because they have the same interest.

12) Including both S and H in the activity

In order to include both interlocutors in the activity, the speaker can use the pronoun "we". Thus, the speaker has appreciated the hearer as a member of the same group and saves the hearer's positive face.

13) Giving or asking for reasons

The speaker saves the hearer's positive face by giving or asking for reason. The speaker does this to make his or her wish understandable by the hearer. Because of this, the hearer agrees to help the speaker in making his or her wish.

14) Asserting reciprocal exchange or tit for tat

The existence of cooperation between the speaker and the hearer can also be shown by stating mutual exchange.

15) Giving gifts to H (goods, sympathy, understanding, cooperation)

The last strategy of positive politeness is giving gift to the hearer. The speaker may save the hearer's positive face by satisfying some of the hearer's wants. This strategy can be done not only by giving goods but also giving sympathy, understanding, cooperation, etc.

c. Negative politeness

According to Brown and Levinson in Watts (2003:86), negative face is an individual's need to have independence of action and imposition. Furthermore, Brown and Levinson in Watts (2003:90-91) provide ten strategies of negative politeness, those are:

1) Being conventionally indirect

The first strategy of negative politeness is suggest that the speaker should tell something in indirect way with a clear meaning.

2) Not assuming willingness to comply. Question, hedge.

The speaker of this strategy can avoid willingness to comply by using question and hedge. By using some hedges "*I wonder*" and "*sort of*" in his or her sentence.

3) Being pessimistic about ability or willingness to comply. Using the subjunctive.

The speaker can express his or her pessimistic by using the subjunctive to anticipate a refusal from the hearer.

4) Minimizing the imposition

The speaker of this strategy can minimize the imposition by making it seem smaller than it is.

5) Giving deference

The strategy of giving deference may be accomplished through the use of honorific or the use of more formal varieties of language.

6) Apologizing

The speaker of this strategy knows that he or she impinges on the hearer and regrets that he or she must do so. In saving the hearer's negative face, the speaker shows his or her regret by saying sorry to the hearer.

7) Impersonalizing the speaker and the hearer. Avoiding the pronouns I and you.

In expressing this strategy, the speaker save the hearer negative face by avoiding the pronouns "I" and "you" directly.

8) Stating the FTA as an instance of a general rule

By stating the imposition as an example of a general rule. The speaker is able to communicate that he or she does not want to impose, but is forced by the circumstances of this.

9) Nominalizing to distance the actor and add formality

This strategy can be done by avoiding direct address.

10) Going on-record as incurring a debt, or as not indebting H

The last of negative politeness strategy is going on-record as incurring a debt, or as not indebting the hearer. The speaker may save the hearer negative face by promising to reciprocate the favour in the future or by allowing the hearer to refuse.

d. Off-Record

According to Brown and Levinson in Cutting (2002:45), off-record is an indirect way of politeness. The utterances are not directly addressed to the hearers. Bonvillain (2003:127) give six examples of Brown and Levinson's off-record strategies. Those are:

- 1) Strategy 1: Giving hints
- 2) Strategy 2: Understating
- 3) Strategy 3: Overstating
- 4) Strategy 4: Being ironic
- 5) Strategy 5: Using rhetorical question
- 6) Strategy 6: Being vague or ambiguous

5. Cooperative Principles

The cooperative principles is a theory developed by Grice. According to Grice in Yule, the cooperative principles is a basic assumption in conversation that each interlocutor attempts to speak properly to construct a successful conversation.

a. Observance of Maxim

Grice specified the cooperative principles into four sub-principles which is known as maxim, those are:

1) Maxim of quantity

The maxim of quantity relates to the amount of information provided in conversation. Grice proposes this maxim as an explanation for a

certain kind of regularity in conversational behavior with the respect to the amount of information provided in each turn of a conversation.

2) Maxim of quality

The maxim of quality, where one tries to be truthful, and does not give information that is false or that is not supported by evidence, or make statement for which they have no proof.

3) Maxim of relation

The maxim of relation, where one tries to be relevant, and says things that are pertinent to the discussion. They should make their contributions relevant to the previous statement.

4) Maxim of manner

The maxim of manner, when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity. They should be brief and orderly, and prevent obscurity and ambiguity. Some speakers observe the maxim of manner by saying *"I'm not sure"*, *"I don't know"* or *"just to clarify"*.

b. Non-observances of maxim

There is another theory of conversation with Cooperative Principle as a basic theory. It is the Non-observance of the maxim theory proposed by Cutting (2000). It is classified into 4 categories:

1) Opting out

A speaker opts out of observing a maxim by indicating unwillingness to cooperate in the way maxim requires.

2) Infringing

Infringing the maxim is failing to observe the conversational maxims because of the imperfection of the linguistics performance (baby's talk or foreign language learner), impaired performance (nervous, drunk, too excited), cognitive impairment, and incapable to speak clearly. (Thomas cited in Cutting, 2002:41)

3) Flouting

Flouting a maxim can be defined as a deliberate action to disobey the cooperative principle of being informative, true, brief and relevant as. Flouting of the maxim of quantity occurs when a speaker gives more or less information than the situation requires.

4) Violating

According to Cutting (2000:40), when violating maxim the speakers intends to mislead the hearer and the speaker knows that the hearer does not know that she/he tell something lie of not true. There are four categories of violating the maxims. They are: *violating quality*, *violating quantity*, *violating relation*, and *violating manner*.

a) Violating of quantity maxim,

The first type of maxim violation is violation of quantity maxim. When a speaker violates the maxim of quantity, he or she does not provide enough information to the hearer to understand what is being talked about.

b) Violation quality of maxim,

The second type of maxim violation is violation of quality maxim. The speaker who violates the maxim of quality may deliver

the wrong information and not being sincere to the hearer. Thus, lying is a violation of quality maxim.

c) Violation of relation maxim,

The third type of maxim violation is violation of relation maxim. If a speaker violates the maxim of relation, he or she will say something that is not relevant with the previous statement.

d) Violation of manner maxim.

The last type of maxim violation is violation of manner maxim. When a speaker tells an ambiguous statement, he or she can be said to violate the maxim manner.

c. Relationship with the politeness strategies

In pragmatics, people can study about cooperative principle and politeness. However, according to Cutting (2002:48), the cooperative principle sometimes conflict with the politeness strategies. If the speakers want to express positive politeness, they may violate cooperative maxims. The following is an example when speaker express a positive politeness strategy and violates the cooperative maxim:

A: How do I look?

B: Good (Thinks: Awful")

It is clearly seen that B applies avoiding disagreement strategy of positive politeness. But to save the hearer positive face, B prefers to tell a white lie than insult A with reality. B hides his or her true opinion that A does not look good. Thus, B violates the maxim of quality by not being sincere.

C. Movie

1. Definition of movie

According to Hornby (2006:950) movie means a series of moving picture recorded with sound that tells a story, shown at cinema/movie. Movie or film is a term that encompassed individual motion pictures, the field of movie as an art form, and the motion pictures industry. A movies are produced by recording cameras, or by crating images using animation techniques of special effect.

In additional to understanding the rating system, it is also a good idea to recognize the various movie genres that are most dominant. While the categories below are not naturally exclusive, they will give you insight into which genres might be more appropriate for creating learning activities for youth.

2. The type of Movie

a. Documentary film

A documentary film supports to factual information about the world outside the film. As a type of films, documentary present themselves as factually trustworthy. There are two types of documentary films, they are:

- a) Compilation films: produced by assembling images from archival sources.
- b) Direct cinema: recording an on going event “as it happens” with minimal interferences by the film maker.

b. Fictional Film

Fictional film or narrative film is a film that tells a fictional or fictionalized story, event and narrative.

c. Animation Film

Animation films are ones in which individual drawings, paintings, or illustrations are photographed frame by frame. Usually, each frame differs slightly from the one preceding it, giving the illusion of movement when frames are projected in rapid succession at 24 frames per second. The earliest cinema animation was composed of frame-by-frame, hand-drawn images. There are types of ways that a film can be animated:

a) Traditional animation

This is the one of the oldest animation subgenres. Basically, it is a way of animating a cartoon drawing and painting pictures by hand. Each drawing or painting is a different frame of animation, and when they are flipped or put in sequence at the right speed, they give the illusion of movement.

b) Animated series

Created or adapted with a common series title, usually related to one another and can appear as much as up to once a week or daily during a prescribed time slot. Animated cartoon series also approved by outside broadcast television, as was the case for *Tom and Jerry* short films that appeared in movie theaters from 1961 to 1962. Series can have either a finite number of episodes like a miniseries, a definite end, or be open-ended, without a predetermined number of episodes.

c) Stop motion

Similar to traditional animation, instead of using hand drawn pictures, stop motion films are made with small figurines or other objects that have their picture taken many times over a sequence of small movement to create animation frames.

d) Computer-generated imagery (CGI)

A genre of animation that includes animating a cartoon on a computer modeling program. Models of characters are created on the computer, and the programmed to do something specific. Then, when animation is completely programmed, the computer can play a computer generated movie. CGI is often used for the visual effects in Live Action film as well.

e) Puppetry

It is technically live action, but puppetry is a different way of animating a movie, and puppets are often used in lieu of live actors. Usually, there are small figurines or figures, but these are controlled and filmed in real time. Like CGI, puppetry can be found in live-action film as a method of achieving a special effect.

3. Kinds of movie

a. Action

Action genre movies are literally characterized by a whole lot of action. These films are marked by continuous high energy, tremendous impact and a ton of big budget physical stunts and activities. In most action films, the protagonist is usually found taking a risk turn which is what leads to the occurrence of highly-dramatized action scenes.

b. Adventure

The adventure genre is often categorized with action, resulting in a hybrid genre called “action-adventure”. Adventure movies, like action films are designed

to provide an energetic and an action filled experience to viewers through exciting stories and exotic locales. Adventure film often showcase historical periods that adapt stories of literary or historical adventure heroes, battles, kings, rebellions, etc.

c. Comedy

Comedy often referred to as the “make ‘em laugh” genre, the main purpose of comedy films is to elicit non-stop laughter from the audience and viewers. The comedy genre displays a story that makes use of comical events, and a series of funny situations, all intended to make the audience laugh. Comedy movies are typically referred to as light-hearted dramas that humorously exaggerate the language used in the movie, the characters and the overall situation. Some of forms comedy genre is:

- a) Action comedy: a subgenre of comedy that emphasizes physically humorous antics, unorthodox body-language and oftentimes exasperating situations.
- b) Comedy drama,
- c) Mockumentary: A story that employs the style of the documentary to present fictional, and generally humorous, events or characters.
- d) Romantic comedy,
- e) Satire: is a genre of literature and performing arts, in which vices, follies, abuses and shortcomings are held up to ridicule, ideally with the intent of shaming individuals, corporations, government, or society itself into improvement.
- f) Slapstick: A type of comedy involving exaggerated physical violence and activities beyond the boundaries of common sense.

- g) Sitcom: Short for situational comedy, a generally lighthearted genre that features characters having to deal with odd or uncomfortable situations or misunderstandings.

d. Crime

Also called gangster films, the crime genre revolves around sinister actions of gangsters and criminals who usually appear as underworld figures, bank robbers, or ruthless hooligans who break the law, steal, and murder their way through life.

e. Drama

The drama genre is true to its name, where it offers serious stories or representations coupled with life settings or situations in which realistic characters are shown being conflicted with themselves, with others, or with forces of nature. Drama is also a genre of semi-fiction, or narrative fiction that is displayed in more serious tones and settings than humorous ones. Some forms of the drama genre are:

- a) Melodrama,
- b) Crime drama,
- c) Military drama,
- d) Teen drama,
- e) Adult content,
- f) Miniseries and Television movies,
- g) Serial,
- h) Soap opera,
- i) Telenovela,

- j) Courtroom drama,
- k) Medical drama,
- l) Western series.

f. Fantasy

Fantasy-based films are stories about supernatural forces and magic which take the audience to an imaginary world where anything is possible. Such films are based on the context of imagination, dreams and even the hallucinations of a character that display elements of magic, wonder, myth, escapism and the extraordinary.

Some of the most predominant characters found in this genre are princes and princesses, fairies, angels, dwarves, magicians, gnomes, elves, and lesser gods.

g. History

This genre is a take on historical or imagined events, often including mythical, legendary or heroic figures with an added touch of lavish costumes, extravagant setting, and dramatized scenes. Historical films are often stories about real persons and events, expressed in various forms like biographies, memories, and autobiographies.

h. Horror

Horror films are best defined as unsettling as well as disturbing, and are meant to create panic, fear, and feelings of dread among the audience. Unlike the other genres, Horror goes as far back as the initial onset of films that basically happened some 100 years ago. Horror films are often set in spooky settings with scary old mansions, shadowy locales, and huge shrouded castles.

i. Musical

Musical also referred to as “dance film”, these film are cinematic rendition that display full scale song and dance routines in a unique manner, often with dance or musical performances being the main narrative of the film. Some are also combination of songs, music, dance and choreography.

j. Mystery

The mystery genre is typically fiction-based, which usually involves a detective or professional who often solves crimes or a series of crimes. The main purpose served by mystery genres is to solve puzzles and draw the viewers into the story through the art of pure suspense.

The plot of mystery movie usually begins with an insightful action like murder, followed by the protagonist, usually the detective who solve the mystery and save the day.

k. Romance

The romance genre in films deals with love stories and love affairs that center on the heart, human feelings, emotions, and romantic involvement of both the characters, often a man and a lady. However, romance have been deemed to be historical romances.

In most romantic film, however, you will see that the search for love is the main plot focus where the two lovers involved often have to face series of obstacles and hindrances like financial struggles, hardships, physical illness, social class or racial status, psychological restrictions or opposition from the family.

The commonly observed themes explored by this genre involve essential themes of unrequited love, love at first sight, spiritual love, destructive love, etc.

l. Science fiction

This has to be among the more popular genres of movies. They are also super imaginative which is brilliantly shown through fanciful settings, advanced technology, expert film production design, exceptional special effects and amazing technology like robot.

This genre is quite similar to fantasy, except that Sci-fi uses sheer scientific understanding to explain concepts like technological advancement, alternate universes, parallel universe, genetic engineering, travel through space, and alien life forms.

m. War

War films are often deemed as flag-waving propagandas, primarily designed to instill national pride and morale among viewers, and also to display acts of nobility of one's own forces. These films also try to acknowledge the heartbreak and horror associated with wars where actual combat fighting against humankind or the action is used by primary plot or background in such film.

n. Thriller

Thriller is a genre of fiction, having numerous, often overlapping subgenres. Thrillers generally keep the audience on the "edge of their seats" as a plot builds towards a climax. A thriller is usually a villain-driven plot, whereby the present obstacles that the protagonist must come.

o. Cartoon

A cartoon is a type of illustration, sometimes animated, typically in a non realistic or semi realistic style.

4. Frozen

Frozen is written by Jennifer Lee and directed by Chris Buck and also Jennifer Lee. The type of this film is Animated film. The major characters of *Frozen* are Kristen Bell as Anna (the 18 year old Princess of Arendelle and Elsa's younger sister), Idina Menzel as Elsa (the 21 year old Queen of Arendelle who possesses magical ice powers and Anna's elder sister), Jonathan Groff as Kristoff (an iceman who is accompanied by a reindeer names Sven), Josh Gad as Olaf (a sentient snowman that Elsa and Anna created as children, who dreams of experiencing summer), and Santino Fontana as Hans (a prince from the Southern Isles). The minor characters are Alan Tudyk as the Duke of Waselton, Ciarán Hinds as Grand Pabbie (the Troll King), [Chris Williams](#) as Oaken (the owner of Wandering Oaken's Trading Post and Sauna), Maia Wilson as Bulda (a troll and Kristoff's adoptive mother), [Paul Briggs](#) as Marshmallow (a giant snow monster who guards Elsa's palace), [Maurice](#) LaMarche as the King of Arendelle (Anna and Elsa's father), and [Jennifer Lee](#) as the Queen of Arendelle, (Anna and Elsa's mother). Non-speaking characters include Kristoff's reindeer companion Sven, horses, and wolves. The grunts and snorts for Sven were provided by Frank Walker who has not credited in the film.

The *Frozen* film played for 102 minutes. It began with a prologue scene in a castle when Anna want to play with her sister Elsa that have magical powers that allow her to control and create ice and snow. After Elsa Accidentally injures Anna with her magic, their parents, the King and Queen, take the two siblings to a colony of trolls led by Grand Pebbie. He heals Anna and alters her memories so Anna will not remamber about Elsa's magic. Grand Pabbies warns Elsa that she must learn to control her powers, because there is a beauty in her power, but also have a great danger. After that, the King and Queen confine the two siblings in the castle and

closing the castle gates. In an effort to protect her daughter from her increasingly unpredictable powers, Elsa isolated from outside world in her bedroom. Elsa also use gloves to minimize her power. A few years later, they parents died after their boat flip over in the middle of the ocean. On her 21st birthday, Elsa is to be crowned queen of Arendelle. Elsa's power was revealed when she accidentally froze the town.

This movie is inspired by Hans Christian Andersen's 1844 fairy tale "The Snow Queen". It was released by Walt Disney Pictures on November 19, 2013 at the El Capitan Theater in Hollywood, California, and went into general theatrical release on November 27, 2013. The film also achieved significant commercial success, earning \$1.280 billion in worldwide box office revenue, including \$400 million in United States and Canada and \$247 million in Japan.

The researcher choose this movie because it has won two Academy Awards for Best Animated Feature and Best Original Song ("Let It Go"), the Golden Globe Award for Best Animated Feature Film, the BAFTA Award for Best Animated Film, five Annie Awards (including Best Animated Feature), two Grammy Awards for Best compilation soundtrack for Visual Media and Best Song Written for Visual Media ("Let It Go"), and two Critics' Choice Movie Awards for Best Animated Feature and Best Original Song ("Let It Go").

CHAPTER III

RESEARCH METHOD

In this chapter, the writer discusses about research type of study, source of the data, research instrument, data collecting procedures, and data analysis procedure.

A. Research Design

There are many different types of qualitative research, there are: basic interpretative studies, case studies, document or content analysis, ethnography.

This study use qualitative descriptive method and use content analysis techniques of data collection. Qualitative research is a means for exploring and understanding the meaning individuals or groups describe to a social or human problem. Bogdan and Biklen state that qualitative research is descriptive which the data is collected in the form of words or pictures rather than numbers. Data in the form of quotes from documents, field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study.

This research used a descriptive qualitative approach because the objective of this study was to understand the findings of language phenomena of politeness and cooperative principles deeply. Then, the research's tend to be more descriptive. Using the descriptive approach, this research was aimed at identifying

the politeness strategy and cooperative principles in the *Frozen* movie. Hopefully, it can finally answer the objectives of this study.

B. Subject of the Study

The subject of this research is the *Frozen* movie itself. This movie used English as medium of communication. This movie produced by Walt Disney Picture.

C. Source of Data

The data of the research are in the form of utterances containing used by Jennifer Lee in "*Frozen*" movie. The researcher get the data by watching and listening to the movie. But, the researcher also used the movie script to help her do this research.

D. Research Instrument

Instrumen in a research is equipment or facility used by researcher to collect the data so the research can be done easier, and the result can be more accurate, complete and systematic (Arikunto; 2002:136). However, in conduction this research, the researcher need some supporting instruments. The use of those instruments will be explained as follows:

1) Laptop

A Laptop is used to play the movie, to pause, to rewind, to repeat, and to focus on particular scenes of the “*Frozen*” movie.

2) Script

The script is taken from the internet. It used to check the dialogues of the “*Frozen*” movie.

3) Data sheet

Data sheet used to note the data which were related to the objective of the study. The data sheets were used to help the researcher in the process of identification and analysis the data.

E. Data Collecting Procedures

There are many ways to collect the data for qualitative research, such as: interview, observation, test and questionnaire. A variety of collecting data techniques is used by qualitative researcher to answer the research question. In this research, the researcher uses note taking technique in collecting the data. Then, the data were collected steps by steps.

1. Watched the movie carefully in order to find the suitable information that needed for answer the research objectives.
2. While watched the movie, the researcher also equalize the dialog in the film and the script was equal.
3. Identified the politeness strategy in the dialog.
4. All data will transferred into the data sheets.

The format of the data sheet in table 1.

Data sheet of politeness strategies in *Frozen* movie.

Table 1: **Types of Politeness Strategy and Violation of maxim.**

No	Characters	The used Strategies	Dialog	Playback Time (movie)	Page
1					

F. Data Analysis Procedures

According to Moleong (2002:103) states that data analysis is process in which the data organized are classified into a certain category or a basic unit of analysis. After the researcher collected the data and selected, the researcher will analyzed the politeness strategies using some steps as follows.

1. Classifying

The researcher search the relevant data, which was taken from the character's dialog, and categorized them by using one table. The table was made to classify the dialog into types of politeness strategies and maxim violations.

2. Analyzing

When the classification has done, the researcher started to analyze the data. The researcher analyzed by interpreting each dialog to answer the research questions.

3. Reporting

In reporting data, the researcher presented the data in the discussion. The researcher took some examples from the findings and described further explanation of the analyzation.

G. Data Endorsment

The validity of the data is the one of most important aspect to find and make verification of the research findings. In order to keep the data to be true and credible. According to Sugiono there are 4 (four) techniques to determine the validity of the data, namely, credibility, transferbility, dependability and conformability (2010:366).

1. Credibility

Credibility is the same as validity in quantitative research. The integrity of qualitative research depends on attending to the issue of validity. Validity concern the accuracy or truthfulness of the findings. The researcher has an obligation to represent the realities of the research as accurate as possible (Ary et. al., 2010:498)

Based on the statement above, this study used more than one theoretical schemes to interpret the phenomenous about the production of politeness strategies as it occured in the communication of emotional state.

2. Transferability

Transferability is the degree to which the findings of a qualitative study can be applied or generalized to other context or to other groups (Ary et. al., 2010:501)

Based on the statement above, this study is demanded to report the conclusion about the analysis politeness on *Frozen* movie clearly, systematically and acceptably.

3. Dependability

Dependability is the consistency or stability of the results; the extent to which the same general results would occur with different sets of people settings and time periods (Ary et. al., 2010:640)

Based on the statement above, this study gave the true report about the analysis of the types of politeness.

4. Confirmability

Confirmability is a term used in qualitative research, equivalent to validity in quantitative research, related to the degree to which findings in a study can be corroborated by investigating the same situation (Ary et. al., 2010:638)

Based on the statement above, this study followed the procedures of the study scientifically which have been applied and confirmed by the previous studies in order to reach the confirmability of the research findings.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the results of the research and is divided into two sections. The first section present the data of politeness strategies from *Frozen* movie. The data found are related to the politeness strategies and maxim violating in the movie and presented in the Table. The second section consists of a discussion of the data that found in *Frozen* movie. This section provides a deep explanation of the politeness strategies and maxim violating that found in *Frozen* movie.

A. Data Presentation

In this section, the researcher presents politeness strategies data from *Frozen* movie and analyzes them.

Table 2

The use politeness strategies and Maxim Violation in *Frozen* movie

1. Bald on record

No	Characters	The used Strategies	Dialog	Playback Time (movie)	Page
1.1	Young Elsa	Bald on record	Young Elsa: <i>Slow down !</i>	05:16	Page. 4

1.2	Pabbie	Bald on record	<p><i>Pabbie: listen to me, elsa, your power will only grow.</i></p> <p><i>Pabbie: there is beauty in your magic... but also a great danger.</i></p> <p><i>Pabbie: you must learn to control it.</i></p>	07:31	Page. 7
1.3	King	Bald on record	<p><i>King: Getting upset only make it worse</i></p> <p><i>Elsa: No. Don't touch me. I don't want to hurt you.</i></p>	09:41	Page. 10
1.4	Elsa	Bald on record	<p><i>Elsa: Fine. You can't marry a man you just met.</i></p>	26:39	Page. 30
1.5	Elsa to Duke	Bald on record	<p><i>Elsa: Please, just stay away from me. Stay away!</i></p>	28:18	Page. 32
1.6	Kristoff to Anna	Bald on record	<p><i>Kristoff: Stop talking.</i></p> <p><i>Anna: No, no, no. I'd like to meet these—</i></p> <p><i>Kristoff clamps his</i></p>	41:54	Page. 47

			<p><i>hand over Anna's mouth.</i></p> <p>Kristoff: <i>I mean it.</i></p> <p><i>SHHH.</i></p>		
1.7	Kristoff	Bald on record	<p>Anna: Wolves. What we do?</p> <p>Kristoff: I've got this.</p> <p><i>You just...don't fall off and don't get eaten.</i></p>	42:22	Page. 48
1.8	Hans	Bald on record	<p>Hans: You're so cold</p> <p>Anna: <i>Hans, you have to kiss me.</i></p> <p>Hans: What?</p> <p>Anna: <i>Now. Now</i></p>	01:15:13	Page. 94

2. Positive Politeness

No	Characters	The used Strategies	Dialog	Playback Time (movie)	Page
2.1	Duke	Positive Politeness	<p>Duke: <i>The duke of weselton, your majesty, as your</i></p>	21:09	Page. 21

			<i>closest partner in trade, it seems only fitting that I offer you your first dance as queen.</i>		
2.2	Anna	Positive Politeness	Anna: <i>"I've never been better. This is so nice. I wish it could be like this all the time"</i> Elsa: <i>"Me too....."</i>	22:11	Page. 23
2.3	Anna	Positive Politeness	Anna: <i>... what did i ever do to you?!</i> Elsa: Enough, Anna.	27:17	Page. 31
2.4	Anna	Positive Politeness	Anna: <i>No. Why? Why do you shut me out?! Why do you shut the world out?! What are you so afraid of?!</i>	27:21	Page. 31
2.5	Hans to Anna	Positive Politeness	Hans: <i>Are you sure you can trust her? I don't want you to getting hurt.</i> Anna: <i>She's my</i>	30:35	Page. 35

			<i>sisters; she would never hurt me.</i>		
2.6	Kristoff	Positive Politeness	<p>Kristoff: <i>so tell me, what made the Queen go all ice-crazy?</i></p> <p>Anna: ...Oh well, it was my fault. I got engaged but then she freaked out because I'd only just met him, you know, that day.</p> <p>And she said she wouldn't bless the marriage--</p>	40:33	Page. 45
2.7	Kristoff	Positive Politeness	<p>Kristoff: <i>So how exactly are you planning to stop the weather?</i></p> <p>Anna: Oh, I am gonna talk to my sister.</p>	50:54	Page. 61
2.8	Kristoff	Positive Politeness	<p>Kristoff: Oh there.</p> <p><i>How do you know Elsa even wants to see</i></p>	51:46	Page. 62

			<i>you?</i>		
2.9	Anna	Positive Politeness	Anna: You don't have to protect me. I'm not afraid. <i>Please don't shut me out again.</i>	55:46	Page. 67
2.10	Hans	Positive Politeness	Hans: <i>What happened out there?</i> Anna: Elsa struck me with her powers. Hans: You said she's never hurt you. Anna: I was wrong.	01:15:21	Page. 94

3. Negative Politeness

No	Characters	The used Strategies	Dialog	Playback Time (movie)	Page
3.1	Elsa	Negative Politeness	Elsa: <i>I'm sorry, I'm confused.</i>	26:07	Page. 29
3.2	Anna	Negative Politeness	Anna: Elsa, you look different... It's a good	54:33	Page. 66

			<p>different.. And this place is amazing.</p> <p>Elsa: Thank you, I never knew what I was capable of.</p> <p>Anna: ...<i>I'm so sorry about what happened. If I'd known</i></p> <p>Elsa: No, it's okay.</p> <p>You don't have to apologize... But you should probably go, please.</p>		
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4. Off Record

No	Characters	The used Strategies	Dialog	Playback Time (movie)	Page
4.1	Anna	Off Record	<p>Anna: (singing) <i>I thing some company is overdue...</i></p> <p><i>I've started to talking</i></p>	09:20	Page. 10

			<p><i>to the pictures on the walls.</i></p> <p><i>Hang in there, Joan.</i></p> <p><i>It gets a little lonely all these empty rooms.</i></p> <p><i>Just watching the hours tick by.</i></p> <p><i>Tick Tock. Tick Tock.</i></p> <p><i>Tick Tock</i></p>		
4.2	Elsa	Off Record	<p>Elsa: (singing) <i>And the fears that once controlled me can't get to me at all..</i></p> <p><i>It's time to see what i can do,</i></p> <p><i>To test the limits and break through.</i></p> <p><i>No right, No wrong,</i></p> <p><i>No rules for me.... I'm Free!</i></p>	32:48	Page. 37
4.3	Olaf	Off Record	<p>Olaf: (singing) <i>bees'll buzz / kids'll blow</i></p> <p><i>Dandelion fuzz / and</i></p>	47:47	Page. 56

			<i>I'll be doing whatever snow does in summer.</i>		
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B. Research Findings

The writer will be distributed into four politeness strategies and then analyzed according to the plot of movie .

1. Bald on record

a. Data 1.1 (Playback Time: 00:05:16 and Page: 4)

Young Elsa to Anna: Slow down!

From the dialog above, Elsa used bold on record to say her warning to Anna. Brown and Levinson state that speaker mostly uses bald on record when she or he wants to warning someone. This strategy is a direct way to say something and then the participants in the dialog already know each other, because they are sister. It happened because she felt afraid of her sister condition.

b. Data 1.2 (Playback Time: 00:07:31 and Page: 7)

Pabbie: listen to me, elsa , your power will only grow. There is beauty in your magic... but also a great danger. You must learn to control it.

From the dialog above, Pabbie used bold on record in expressing feeling to Elsa. Seeing this situation, Pabbie tries to giving suggestion/advice expression. In such a condition, Pabbie may choose this strategy in order to make his statement effecient.

- c. Data 1.3 (Playback Time: 00:09:41 and Page: 10)

King: Getting upset only make it worse.

Elsa: No! Don't touch me!

From the conversation above, Elsa used bold on record in expressing her feeling to her father. Her statement is in form of imperative and it has power to others. Brown and Levinson state that the speaker mostly uses bald on record when she want to do with maximum efficiency toward the hearer's face. This strategy usually uses in emergency situation, and then the participants in the conversation already know each other, because they are father and daughter. In this situation Elsa violate of relation maxim because her answer does not connect to the King's statement. It happened because she felt so upset with her condition.

- d. Data 1.4 (Playback Time: 00:26:39 and Page: 30)

Elsa: Fine. You can't marry a man you just met.

Anna: You can if it's a true love.

From the conversation above, Elsa used bald on record. She use bald on record because she want to give some advice to anna that anna can't marry a men she just met. Giving advice was the one of bald on record sub-strategies.

- e. Data 1.5 (Playback Time: 00:28:18 and Page: 32)

Elsa to Duke: Please, just say away from me. Stay away!

From this dialog above, she use bald on record because she want to giving a warning to the Duke. Because she won't to hurt someone with her magic.

f. Data 1.6 (Playback Time: 00:41:54 and Page: 47)

Kristoff: Stop talking.

Anna: No, no, no. I'd like to meet these –

Kristoff clamps his hand over Anna's mouth.

Kristoff: I mean it. SHHHH

From the conversation above, kristoff saying stop talking to Anna because he want to give a warning, because he sensing something behind them. In this situation Anna violate of relation maxim because her answer didn't connect to Kristoff statement.

g. Data 1.7 (Playback Time: 00:42:22 and Page: 48)

Anna: Wolves. What we do?

Kristoff: I've got this. You just....don't fall off and don't get eaten.

From the conversation above, kristoff want to give a warning that don't fall off and don't get eaten by the wolves.

h. Data 1.8 (Playback Time: 01:15:13 and Page: 94)

Hans : Anna! You're so cold.

Anna : Hans, you have to kiss me

Hans : What?

Anna : Now.

From the conversation above, Anna asked Hans to do something that she needs. Since Anna might help her sister Elsa to keep the Kingdom from being destroyed. If the speaker directly address the other as a means of expressing the speaker's needs. It means the speaker uses the on record technique. Meanwhile, Hans break the rule of cooperation because he did not respond Anna's statement appropriately. It should be better if Hans answer the expression by saying "yes or no" and the conversation will be more cooperative. Anna's statement is in form of declarative by making request.

2. Positive politeness

a. Data 2.1 (Playback Time: 00:21:09 and Page: 21)

Duke: The Duke of Weselton, Your Majesty. As your closest partner in trade, it seems only fitting that I offer you your first dance as queen

Elsa: Uh..Thank you. Only, I don't dance

From the conversation above, it can be said that Duke makes an offering to Elsa by using politeness strategy. Offering is one of point in positive politeness. Positive politeness applied by Duke as the speaker provides an attempt to minimize the damage to the speaker's face. It was the first time Duke and Elsa met in the palace because there was a party to celebrate Coronation Day. In that day Elsa become a Queen of Arendelle.

He used this strategy to avoid the conflict and to minimize the social distance between the speaker and the listener. Unfortunately, Elsa refused Duke's offer. Her answer violate maxim of manner, which is only, I don't dance. This statement can be ambiguous when we interpret it because its meaning can be interpreted as she does not want to dance or she cannot dance.

b. Data 2.2 (Playback Time: 00:22:11 and Page: 23)

Anna: *"I've never been better. This is so nice. I wish it could be like this all the time"*

Elsa: *"Me too....."*

From the conversation above, Anna make an noticing to Elsa by using politeness strategies. Noticing is the one of point in positive politeness.

c. Data 2.3 (Playback Time: 00:27:17 and Page: 31)

Anna: *... what did i ever do to you?!*

Elsa: **Enough, Anna.**

From the conversation above, Anna is asking for reasons to Elsa by using politeness strategies. Anna asking to Elsa what did she ever do to her. Her answer violation of relation maxim, which is only, Enough, Anna. Her answer didn't connect to Anna statement.

d. Data 2.4 (Playback Time: 00:27:21 and Page: 31)

Anna: *No. Why? Why do you shut me out?! Why do you shut the world out?! What are you so afraid of?!*

Elsa: *I said, enough!*

From the conversation above, Anna is asking for reasons to Elsa by using politeness strategies. Anna asking to Elsa what did she ever do to her. Her answer violation of relation maxim, which is only, I said, enough! Her answer didn't connect to Anna statement.

e. Data 2.5 (Playback Time: 00:30:35 and Page: 35)

Hans: *Are you sure you can trust her? I don't want you to getting hurt.*

Anna: *She's my sisters, she would never hurt me.*

From the conversation above, Hans is giving gifts to the hearer to Anna by using politeness strategies. Hans giving Anna sympathy because he afraid that Elsa will hurt Anna.

f. Data 2.6 (Playback Time: 00:40:33 and Page: 45)

Kristoff: *so tell me, what made the Queen go all ice-crazy?*

Anna: *...Oh well, it was my fault. I got engaged but then she freaked out because I'd only just met him, you know, that day. And she said she wouldn't bless the marriage—*

From the conversation above, Kristoff asking what the reason Elsa made all ice-crazy. Asking for the reason was the one of type positive politeness.

g. Data 2.7 (Playback Time: 00:50:54 and Page: 61)

Kristoff: *So how exactly are you planning to stop the weather?*

Anna: Oh, I am gonna talk to my sister.

We can know the type of positive politeness strategies that used in the conversation is asking for reason.

3. Negative politeness

a. Data 3.1 (Playback Time: 00:26:07 and Page: 29)

Elsa: I'm sorry, I'm confused.

From the dialog above, it can be Elsa make a request to Anna by showing her apology. She felt confused because Anna want to marriage with someone that just meet.

b. Data 3.2 (Playback Time: 00:54:33 and Page: 66)

Elsa: Anna

Anna: Whoa, Elsa, you look different. It is a good different. And this place is it's amazing.

Elsa: Thank you. I never knew what I was capable of.

Anna: I'm so sorry about what happened. If I'd have known—

Elsa: No, it's okay. You don't have to apologize... but you should probably go, please.

From the conversation above, it can be said that Anna makes a request to Elsa by showing her apology. She felt so sad because of her Anna was isolated in the secret place. Anna expressed it by using negative politeness. Brown and Levinson state that negative politeness attends to a person's negative face needs, which appeals to the hearer's desire not to be impeded or put upon and to be left free to act as they want. This strategy usually uses to express respect and consideration. In the conversation, Anna is less of giving the information when she said If I'd have known—because Elsa did want to hear Anna's explanation. It means that Anna violation of quantity maxim cause she did not express it clearly.

4. Off record

- a. Data 4.1 (Playback Time: 00:09:20 and Page: 10)

Anna: (singing) I thing some company is overdue...

I've started to talking to the pictures on the walls.

Hang in there, Joan.

It gets a little lonely all these empty rooms.

Just watching the hours tick by.

Tick Tock. Tick Tock. Tick Tock

The statement above is Anna's expression. She expressed her feeling by sing a song. Her utterances are indirect uses of language which

precise meaning has to be interpreted. It is kind of off record. The FTA performs off record, typically through the deployment of an indirect illocutionary act which has more than one interpretation and, thus, allows for plausible deniability on the part of the speaker if the intended recipient takes offence at the face threat inherent in the utterance

b. Data 4.2 (Playback Time: 00:32:48 and Page: 37)

Elsa: (singing) And the fears that once controlled me can't get to me at all..

It's time to see what i can do,

To test the limits and break through.

No right, No wrong, No rules for me.... I'm Free!

The statement above is Elsa's expression. She expressed her feeling by sing a song. Her utterances are indirect uses of language which the meaning has to be interpreted. It is kind of off record.

c. Data 4.3 (Playback Time: 00:47:47 and Page: 56)

Olaf: (singing) bees'll buzz / kids'll blow

Dandelion fuzz / and I'll be doing whatever snow does in summer.

The statement above is Olaf expression. Olaf expression his feeling about summer by sing a song.

C. Discussion

In this section, the researcher answers the research questions by giving deep explanations using related theories that are previously presented in chapter II. Besides, this section also presents some examples to support the explanations of politeness strategies and maxim violation in *Frozen* movie.

1. The types Politeness strategies applied in *Frozen* Movie

A. Bald On Record

In fact, the strategy of giving warning the highest ranks for the category of the most appearing strategy. On the other hand, the giving suggestion/advice and requesting were in the next ranks. The explanations as well as examples for each strategy are presented below.

a. Giving warning

It is clearly seen in Table 2 that the most-often appearing phenomenon of Bald on record strategies in *Frozen* movie belongs to giving warning strategy. this strategy appears 4 times. This strategy can be expressed in the form of warning as seen in the example below.

(1.1) Young Elsa to Anna : Slow down!

It can be seen in the dialogue above that Elsa used the giving warning strategy. As Anna sister, Elsa giving warning to Anna to slow down her jumping, because of that Elsa say “*slow down*” to anna. This statement indicates that she used this strategy in the form of warning.

The dialogue below shows the application of this strategy by same character, Elsa and the another character Duke.

(1.5) Elsa to Duke : Please, just stay away from me, Stay away!

Elsa was running away from the Duke. Because duke say that Elsa is a Monster. Elsa run until out of the palace, but the duke keep chasing her and want to catch her. Until Elsa say “*please, just stay away from me, Stay away!*”. She say that because she want not to hurt someone with her magic. Elsa applied the giving warning strategy in this case.

In addition, another example of the phenomenon that also deals with this strategy is shown below.

(1.6) Kirstoff : Stop talking.

Anna : No, no, no. I'd like to meet these ---

Kristoff clamps his hand over Anna's mouth.

Kristoff : I mean it. SHHHHH

The conversation between Kristoff and Anna took place in the forest. Kristoff did not feel good at that time. He sensing something behind them. Therefore, he say *Stop talking* to anna because he want to focus to see what looks at them in behind. Because of that Kristoff use Bals on record to giving warning to Anna.

b. Giving Suggestion/Advice

The phenomenon of giving suggestion/advice strategy in *Frozen* movie appears in 2 times in this film. An example of giving suggestion/advice strategy is presented below.

(1.2) **Pabbie : Listen to me, Elsa, your power will only grow. There is beauty in your magic.... but also a great danger. You must learn to control it.**

The conversation between Pabbie and Elsa was in trolls habitation. Elsa go to there with her father, mother and Anna. They go there because Elsa snow magic hit the Anna head. They go there to treat it and troll can treat it. Troll giving Elsa Suggestion/Advice to *tries to learn control her magic. Because her magic will always grow and it have a great danger inside.*

The dialogue below shows the application of this strategy by another character, Elsa.

(1.4) **Elsa : Fine. You can't marry a man you just met.**

Anna : You can if it's a true love.

The conversation between Elsa and Anna occurred in the ballroom of the palace. Anna said that she want to marry with prince Hans. But Elsas said that Anna can't marry a man that she just met. She expressed her comment by saying "*Fine. You can't marry a man you just met.*". The use of this word shows that she emphasized her feeling by giving suggestion/advice strategy.

c. Requesting

The last strategy that appear in this film is Requesting strategy. It only appears 2 times from the whole dialogue. Based on the data finding, the occurrences of such phenomenon can be seen from the dialogue below.

(1.3) King : Getting upset onlly make it worse.

Elsa : No! Don't touch me!

The conversation above shows that Elsa use requesting strategies to the hearers. She used this strategy to expressing her feeling to her father. Her statement is in form of imperative and it has power to others. She expressed her request by saying "*No! Don't touch me!*". The use of this words shows that she emphasized her feeling by Requesting. In this situation Elsa violate of relation maxim because her answer doesn't connect to the king statement. It happened because she felt so upset with her condition.

Another example of Requesting strategy can be seen in the following datum.

(1.8) Hans : Anna! You're so cold.

Anna : Hans, you have to kiss me.

Hans : What?

Anna : Now

This conversation above shows that Anna request to Hans that he must to kiss her. Because Elsa power hit the Anna hearts. That cursed can break with true love kiss. Because of that, Anna say to Hans that he must kiss her. After that, he told a complete story why Hans must kiss Anna. She expressed her request by saying “*Hans, you have to kiss me.*” The use of this words to express her requesting to Hans.

B. Positive Politeness

The findings of the research show that all of the positive politeness strategies appear. In fact, the strategy of Giving or asking for reasons ranks the highest for the category of the most appearing strategy. On the other hand, the strategies of Noticing (her/his interest, wants, need, goods), Exaggerating (interest, approval, sympathy with the Hearer) and Offering, Promising rank the lowest for the same category. The explanations as well as examples for each strategy are presented as follows.

a. Noticing (her/his interest, wants, need, goods)

The phenomenon of Noticing (her/his interest, wants, need, goods) strategy in *Frozen* movie appears in 1 time. This strategy can be expressed in the form of compliment as seen in the example below.

(2.2) Anna : “I’ve neve been better. This is so nice. I wish it could be like this all the time”

Elsa : “*Me too.....*”

It can be seen in the dialogue above that Elsa used the strategy of noticing, attending to H (her/his interest, wants, needs, goods, etc). This

statement indicates that he used this strategy in the form of interest. She appreciated Anna that want to be like that all the time. Thus, Elsa had saved Anna positive face .

b. Exaggerating (interest, approval, sympathy with H)

The phenmenon of exaggerating (interest, approval, sympathy with H) strategy in *Frozen* movie appears in 1 time. An example od exaggerating (interest, approval, sympathy with H) strategy is presented below.

(2.5) Hans : *Are you sure you can trust her? I don't want you to getting hurt.*

Anna : She's my sisters, she would never hurt me.

The conversation above shows that Hans employed positive politeness strategy, namely exaggerating (interest, approval, and sympathy with H). Hans asked to Anna that can she trust to Elsa. Then, Anna Answer that Elsa wouldnot hurt she. Therefore, he used exaggerating (interset, approval, sympathy with H) strategy to express her sympathy to Anna.

c. Offering, Promising

The strategy of offering, promising has the same occurrence with the strategies of exaggerating (interest, approval, sympathy with H). it appear 1 time from the whole dialogue. The following example give clear description about the phenomenon of offering, promising strategy.

(2.1) Duke : *The Duke of Weselton, Your Majesty. As your closest partner in trade, it seems only fitting that I offer you your first dance as queen.*

Elsa : Uh.. Thank you. Only, I don't dance.

Duke offer Elsa her first dance as queen, in the ballroom. Duke said would Elsa offer her first dance as queen with him. Furthermore, she said that she don't dance. This utterance indicate that Duke gave his offering to Elsa. He used the offering, promising strategy of positive politeness. He showed this strategy because he invited Elsa to dance with him. She used this strategy to show cooperation to Elsa as the queen.

d. Giving or asking for reasons

It is clearly seen in Table 1 that the most-often appearing phenomenon of positive politeness strategies in *Frozen* movie belongs to giving or asking for reasons strategy. This strategy appears 4 times. The following example give clear description about the phenomenon of giving or asking for reasons.

(2.3) Anna : what did i ever do to you ?!

Elsa : Enough, Anna.

Anna asking to Elsa to gave her blessing to Married with prince Hans. But Elsa doesn't gave her blessing to Anna to get married with hans. Then, Anna grabbed Elsa glove. Anna begging to Elsa to gave her blessing because she can't live like that anymore. Then, Elsa said to

Anna to leave the palace if she can't live like that anymore. Then, she decided to say “.... *what did i ever to do with you?!*” This utterance indicate that Anna giving or asking the reason. The following example give clear description about the phenomenon of giving or asking the reasons.

(2.4) Anna : No. Why do you shut me out?! Why do you shut the world out?! What are you so afraid of?

Elsa : I said, enough!

Anna asking to elsa why she so afraid? Why Elsa shut the world out? And why Elsa shut Anna out? This utterance indicate that Anna giving or asking the reason. Giving or asking the reasons was the one of type positive politeness.

C. Negative Politeness

The findings of the research show that all of the negative politeness strategies appear. In fact, the strategy of being conventionally indirect and apologizing in the same ranks. The explanations as well as examples for each strategy are pesented as follows.

a. Being conventionally indirect

The phenmenon of being conventionally indirect appears in 1 time. The following example give clear description about the phenol
menon of being conventionally indirect.

(3.1) Elsa : I'm sorry, I'm confused.

Anna asking to Elsa to gave her blessing to Married with prince Hans. But Elsa confused with the words that Anna say. Because of that Elsa say "*I'm sorry, i'm confused*" she say that to ask that what she hear is true. she say that to ask that what she hear is true. In this dialogue Elsa used being conventionally indirect strategies.

b. Apologizing

The phenomenon of apologizing apears in 1 time in the film. The following example to give clear description about the phenomenon of apologizing.

(3.2) Elsa : Anna

Anna : Whoa, Elsa, you look different. It is a good different. And this place is it's amazing.

Elsa : Thank you. I never knew what I was capable of.

Anna : I'm so sorry about what happened. If I'd have known ----

Anna was go to forest to find Elsa. On the way to find Elsa, Anna met with kristoff at the wandering oaken's trading post and sauna. In there kristoff was asked by the Oaken that were a real howler in july. where ever could it be coming from? And kristoff say the north mountain. After hat, Anna said to kristoff to take her up to the North Mountain to find Elsa. After arrived in there Anna talk to Elsa and apologize about what happend in the last. Because

of that, Anna say “*I’m sorry about what happened.*” It was includes to Apologizing strategies.

D. Off Record

The findings of the research show that all of the off record politeness strategies appear. In fact, the strategy which is exist in this part just being vague or ambiguous. The explanations as well as examples for each strategy are pesented as follows.

(4.1) Anna : (singing) I thing some company is overdue...

I’ve started to talking to the pictures on the walls.

Hang in there, Joan.

It gets a little lonely all these empty rooms.

Just watching the hours tick by.

Tick Tock. Tick Tock. Tick Tock.

Anna feel lonely because Elsa won’t to play with her again. Because of that Anna singing to expressing her feeling. Her utterances are indirect uses of language which precise meaning has to be interpreted. Because of that this song was included in being vague or ambiguous. And it was include to Off record strategies.

2. Maxim violations applied by the characters in *Frozen* movie

The findings of the analysis show that all of conversational maxims are violated, except the maxim of quality. In fact, violation of relation maxim ranks the highest categoriy of the most-often appearing phenomenon. On the other hand, violation of manner and violation of quantity maxim rank the

lowest category. The explanation as well as examples are presented as follows.

A. Violation of relation maxim

In reference to findings, the occurrence of violation of relation maxim is the highest position 4 times. One example that shows an expression of violation of relation maxim is presented follows.

(1.3) King : Getting upset just make it worse.

Elsa : No! Don't touch me!

The king and Elsa were arguing each other. Because Elsa was upset with her condition. Because of that, Elsa say “*No! Don't touch me!*”. In this situation Elsa used violation of relation maxim. Because Elsa answer doesn't connect to the king's statement.

B. Violation of manner maxim

In reference to findings, the occurrence of violation of manner maxim is the lowest position 1 time. One example that shows an expression of violation of manner maxim is presented follows.

(2.1) Duke : *The Duke of Weselton, Your Majesty. As your closest partner in trade, it seems only fitting that I offer you your first dance as queen.*

Elsa : Uh.. Thank you. Only, I don't dance.

Duke offer Elsa to dance with him, but Elsa refused Duke's offer. Her answer was violation of manner maxim, which is only, I don't dance.

This statement can be ambiguous when we interpret it because that can be meaning as she don't want to dance or she cannot dance.

C. Violation of quantity maxim

In reference to findings, the occurrence of violation of quantity maxim is the lowest position 1 time. One example that shows an expression of violation of manner maxim is presented follows.

(3.2) Elsa : Anna

Anna : Whoa, Elsa, you look different. It is a good different. And this place is it's amazing.

Elsa : Thank you. I never knew what I was capable of.

Anna : I'm so sorry about what happened. If I'd have known ----

Anna makes an request to Elsa by showing her apology. In this conversation, Anna not say clearly tha information to Elsa, she just said "*If I'd have known ----*". It means that anna violatin of quantity maxim, because Anna didnt express what she said clearly.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is the last chapter of this research. After the researcher explored the discussions of the research findings which focus on the explanations of politeness strategies and maxim violating used in *Frozen* movie, then some conclusions and suggestions for some parties are below.

A. Conclusion

Based on the research findings and discussions, the result of this research shows four important points as follows:

1. The politeness strategies can be drawn that there are 4 (four) types. They are: Bald on record, Off record, Positive Politeness, and Negative Politeness. The researcher found out that there are 8 data on the dialogue of the movie which contain bald on record, 10 data on the dialogue of the movie which contain positive politeness, 2 data on the dialogue of the movie which contain negative politeness, and 3 data on the statement of the movie which contain off record.
2. There are 4 (four) categories of violating the maxims. There are: Violation of quantity maxim, Violation of quality maxim, Violation of relation maxim, and Violation of manner maxim. Related to the discussion of the violation of maxim in expressing politeness strategies, in this research applies 3 types of maxim violating out from 4 types. They are violating of

quantity maxim, violating of manner maxim, and violating of relation maxim.

B. Suggestions

In this section, the researcher would like to give important suggestions especially for the teachers, students of English department and future researchers.

The suggestions are as follows:

1. The teachers

The researcher hopes this research can be use for English lecturers of English Department as an example of how to analyze the politeness strategies in movie and could be an alternative idea to teach English using movie as the media.

2. The students of English department

The researcher hope the students will learn more about the study of language under pragmatic approach and can give additional knowledge on pragmatics study in general, especially politeness strategies.

3. The future researcher

The reseacher suggest that the other researcher may continue the research about politeness strategies using another theories from different perspectives, method and subjects to enrich knowledge on Politeness strategies.

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